

What is Claimed is:

1. A method of operating a pharmacy Interactive Voice Response (IVR) system comprising:
 - answering a telephone call from a caller;
 - accepting identification of a pharmaceutical prescription from the caller;
 - 5 querying at least one database using predefined criteria based on the identification of a pharmaceutical prescription to identify a targeted message; and
 - playing the targeted message to the caller.
2. A method according to Claim 1 wherein the playing is followed by:
 - 10 executing a refill call flow for the pharmaceutical prescription.
3. A method according to Claim 1:
 - wherein the querying comprises querying at least one database using the predefined criteria based on the identification of a pharmaceutical prescription to
 - 15 identify a series of targeted messages; and
 - wherein the playing comprises playing a succeeding one of the series of targeted messages to the caller in response to receipt of a caller response to a preceding one of the series of targeted messages.
- 20 4. A method according to Claim 1 further comprising:
 - receiving a caller response to the targeted message.
5. A method according to Claim 4 further comprising:
 - 25 logging the caller response.
6. A method according to Claim 4 further comprising:
 - instructing the pharmacy to perform an action in response to the caller response to the targeted message.
- 30 7. A method according to Claim 1 wherein the predefined criteria based on the identification of a pharmaceutical prescription comprise age of a patient who is using the pharmaceutical prescription, gender of the patient, medication of the pharmaceutical prescription, last fill date of the pharmaceutical prescription, days

supply on last fill of the pharmaceutical prescription, original fill date of the pharmaceutical prescription, disease state of the patient, physician of the patient and/or other promotions in effect.

5 8. A method according to Claim 1 wherein the predefined criteria based on the identification of a pharmaceutical prescription do not include a personal identification of a patient who is using the pharmaceutical prescription.

10 9. A method according to Claim 1 wherein the predefined criteria based on the identification of a pharmaceutical prescription comprise age of the patient, gender of the patient, medication of the pharmaceutical prescription, last fill date of the pharmaceutical prescription, days supply on last fill of the pharmaceutical prescription, original fill date of the pharmaceutical prescription, disease state of the patient, physician of the patient and/or other promotions in effect, but do not include a
15 personal identification of a patient who is using the pharmaceutical prescription.

 10. A method according to Claim 1 wherein the querying comprises:
 querying at least one database using age of a patient who is using the pharmaceutical prescription, gender of the patient, medication of the pharmaceutical
20 prescription, last fill date of the pharmaceutical prescription, days supply on last fill of the pharmaceutical prescription, original fill date of the pharmaceutical prescription, disease state of the patient, physician of the patient and/or other promotions in effect, based on the identification of a pharmaceutical prescription; and
 identifying a targeted message that corresponds to the age of the patient,
25 gender of the patient, medication of the pharmaceutical prescription, last fill date of the pharmaceutical prescription, days supply on last fill of the pharmaceutical prescription, original fill date of the pharmaceutical prescription, disease state of the patient, physician of the patient and/or other promotions in effect.

30 11. A method according to Claim 1 wherein the targeted message comprises an educational message concerning the pharmaceutical prescription, a message that indicates alternative medications that may be substituted for the pharmaceutical prescription, a message that identifies other items that may be desired

and/or a message that solicits participation in a study related to the pharmaceutical prescription.

12. A method according to Claim 1 wherein the querying comprises
5 querying at least one database using the predefined criteria based on the identification of the pharmaceutical prescription to identify an educational targeted message concerning the pharmaceutical prescription.

13. A method according to Claim 1 wherein the querying comprises:
10 querying at least one database using predefined criteria of last fill date and days supply on last fill date based on the identification of a pharmaceutical prescription; and
identifying an educational targeted message that reminds the caller how to use the pharmaceutical prescription if the last fill date is less than a first threshold and the
15 days supply on last fill date is greater than a second threshold.

14. A method according to Claim 1 wherein the querying comprises:
querying at least one database using predefined criteria of last fill date and days supply on last fill date based on the identification of a pharmaceutical
20 prescription; and
identifying a targeted message that indicates alternative medications that may be substituted for the pharmaceutical prescription if the last fill date is less than a first threshold and the days supply on last fill date exceeds a second threshold.

25 15. A method according to Claim 1 wherein the querying comprises:
querying at least one database using predefined criteria of age, gender, last fill date and days supply on last fill date based on the identification of a pharmaceutical prescription; and
identifying a targeted message that indicates other items that may be desired if
30 the gender is female, the age exceeds a first threshold, last fill date is less than a second threshold and days supply on last fill date exceed a third threshold.

16. A method according to Claim 1 wherein the querying comprises:

querying at least one database using a predefined criterion of age of a patient who is using the pharmaceutical prescription based on the identification of a pharmaceutical prescription; and

5 identifying a targeted message that that solicits participation of the patient in a study related to the pharmaceutical prescription if the age of the patient qualifies the patient to participate in the study related to the pharmaceutical prescription.

17. A method according to Claim 16 further comprising:
providing additional targeted messages to allow the patient to participate in the
10 study if the patient agrees to participate.

18. A method according to Claim 1 wherein the querying comprises:
querying at least one pharmacy dispensing system database using the
identification of the pharmaceutical prescription to identify the predetermined criteria;
15 and

querying at least one message database using the predetermined criteria to
identify a targeted message.

19. A method according to Claim 1 wherein the identification of a
20 pharmaceutical prescription is an Rx number.

20. A method for operating a pharmacy Interactive Voice Response (IVR)
system in response to a telephone call by a caller to the pharmacy IVR system
comprising:
25 identifying a targeted message for playing to the caller using predefined
criteria that are based on an identification of a pharmaceutical prescription by the
caller.

21. A method according to Claim 20 further comprising:
30 playing the targeted message to the caller.

22. A method according to Claim 21 wherein the playing is followed by:
executing a refill call flow for the pharmaceutical prescription.

23. A method according to Claim 20 wherein the identifying comprises:
identifying a series of targeted messages for playing to the caller using
predefined criteria that are based on an identification of a pharmaceutical prescription
by the caller.

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24. A method according to Claim 21 further comprising:
receiving a caller response to the targeted message.

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25. A method according to Claim 24 further comprising:
logging the caller response.

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26. A method according to Claim 24 further comprising:
instructing the pharmacy to perform an action in response to the caller
response to the targeted message.

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27. A method according to Claim 20 wherein the predefined criteria that
are based on the identification of a pharmaceutical prescription comprise age of a
patient who is using the pharmaceutical prescription, gender of the patient, medication
of the pharmaceutical prescription, last fill date of the pharmaceutical prescription,
days supply on last fill of the pharmaceutical prescription, original fill date of the
pharmaceutical prescription, disease state of the patient, physician of the patient
and/or other promotions in effect.

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28. A method according to Claim 20 wherein the predefined criteria that
are based on the identification of a pharmaceutical prescription do not include a
personal identification of a patient who is using the pharmaceutical prescription.

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29. A method according to Claim 20 wherein the predefined criteria that
are based on the identification of a pharmaceutical prescription comprise age of a
patient who is using the pharmaceutical prescription, gender of the patient, medication
of the pharmaceutical prescription, last fill date of the pharmaceutical prescription,
days supply on last fill of the pharmaceutical prescription, original fill date of the
pharmaceutical prescription, disease state of the patient, physician of the patient

and/or other promotions in effect, but do not include a personal identification of a patient who is using the pharmaceutical prescription.

30. A method according to Claim 20 wherein the identifying comprises:
5 querying at least one database using age of a patient who is using the pharmaceutical prescription, gender of the patient, medication of the pharmaceutical prescription, last fill date of the pharmaceutical prescription, days supply on last fill of the pharmaceutical prescription, original fill date of the pharmaceutical prescription, disease state of the patient, physician of the patient and/or other promotions in effect,
10 based on the identification of a pharmaceutical prescription; and
identifying a targeted message that corresponds to the age of the patient, gender of the patient, medication of the pharmaceutical prescription, last fill date of the pharmaceutical prescription, days supply on last fill of the pharmaceutical prescription, original fill date of the pharmaceutical prescription, disease state of the
15 patient, physician of the patient and/or other promotions in effect.

31. A method according to Claim 20 wherein the targeted message comprises an educational message concerning the pharmaceutical prescription, a message that indicates alternative medications that may be substituted for the
20 pharmaceutical prescription, a message that identifies other items that may be desired and/or a message that solicits participation in a study related to the pharmaceutical prescription.

32. A method according to Claim 20 wherein the identifying comprises
25 querying at least one database using the predefined criteria that are based on the identification of the pharmaceutical prescription to identify an educational targeted message concerning the pharmaceutical prescription.

33. A method according to Claim 20 wherein the identifying comprises:
30 querying at least one database using predefined criteria of last fill date and days supply on last fill date that are based on the identification of a pharmaceutical prescription; and

identifying an educational targeted message that reminds the caller how to use the pharmaceutical prescription if the last fill date is less than a first threshold and the days supply on last fill date is greater than a second threshold.

5 34. A method according to Claim 20 wherein the identifying comprises:
 querying at least one database using predefined criteria of last fill date and
 days supply on last fill date that are based on the identification of a pharmaceutical
 prescription; and

 identifying a targeted message that indicates alternative medications that may
10 be substituted for the pharmaceutical prescription if the last fill date is less than a first
 threshold and the days supply on last fill date exceeds a second threshold.

 35. A method according to Claim 20 wherein the identifying comprises:
 querying at least one database using predefined criteria of age, gender, last fill
15 date and days supply on last fill date that are based on the identification of a
 pharmaceutical prescription; and

 identifying a targeted message that indicates other items that may be desired if
 the gender is female, the age exceeds a first threshold, last fill date is less than a
 second threshold and days supply on last fill date exceed a third threshold.

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 36. A method according to Claim 20 wherein the identifying comprises:
 querying at least one database using a predefined criterion of a patient who is
 using the pharmaceutical prescription that is based on the identification of a
 pharmaceutical prescription; and

25 identifying a targeted message that solicits participation of the patient in a
 study related to the pharmaceutical prescription if the age of the patient qualifies the
 patient to participate in the study related to the pharmaceutical prescription.

 37. A method according to Claim 36 further comprising:
30 providing additional targeted messages to allow the patient to participate in the
 study if the patient agrees to participate.

 38. A method according to Claim 20 wherein the identifying comprises:

querying at least one pharmacy dispensing system database using the identification of the pharmaceutical prescription to identify the predetermined criteria; and

5 querying at least one message database using the predetermined criteria to identify a targeted message.

39. A method according to Claim 20 wherein the identification of a pharmaceutical prescription is an Rx number.

10 40. A system for operating a pharmacy Interactive Voice Response (IVR) system comprising:

at least one database; and

15 a module that is configured to query the at least one database using predefined criteria based on an identification of a pharmaceutical prescription from a telephone caller to the pharmacy IVR system, to identify a targeted message based on the predefined criteria and to provide the targeted message to the pharmacy IVR system for playing to the caller.

20 41. A system according to Claim 40 wherein the pharmacy (IVR) system is configured to answer a telephone call from a caller, accept identification of the pharmaceutical prescription from the caller and play the targeted message to the caller.

25 42. A system according to Claim 41 wherein the pharmacy IVR system is further configured to execute a refill call flow for the pharmaceutical prescription.

30 43. A system according to Claim 40 wherein the module is configured to query the at least one database using the predefined criteria based on the identification of a pharmaceutical prescription to identify a series of targeted messages and to provide a succeeding one of the series of targeted messages to the pharmacy IVR system in response to receipt of a caller response to a preceding one of the series of targeted messages from the pharmacy IVR system.

44. A system according to Claim 40 wherein the pharmacy IVR system is further configured to receive a caller response to the targeted message.

45. A system according to Claim 44 wherein the pharmacy IVR system is further configured to log the caller response.

46. A system according to Claim 44 wherein the module is further configured to instruct the pharmacy IVR system to perform an action in response to the caller response to the targeted message.

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47. A system according to Claim 40 wherein the predefined criteria based on the identification of a pharmaceutical prescription comprise age of a patient who is using the pharmaceutical prescription, gender of the patient, medication of the pharmaceutical prescription, last fill date of the pharmaceutical prescription, days supply on last fill of the pharmaceutical prescription, original fill date of the pharmaceutical prescription, disease state of the patient, physician of the patient and/or other promotions in effect.

48. A system according to Claim 40 wherein the predefined criteria based on the identification of a pharmaceutical prescription do not include a personal identification of a patient who is using the pharmaceutical prescription.

49. A system according to Claim 40 wherein the predefined criteria based on the identification of a pharmaceutical prescription comprise age of a patient who is using the pharmaceutical prescription, gender of the patient, medication of the pharmaceutical prescription, last fill date of the pharmaceutical prescription, days supply on last fill of the pharmaceutical prescription, original fill date of the pharmaceutical prescription, disease state of the patient, physician of the patient and/or other promotions in effect, but do not include a personal identification of a patient who is using the pharmaceutical prescription.

50. A system according to Claim 40 wherein the module is further configured to query by performing the following:

5 querying the at least one database using age of a patient who is using the pharmaceutical prescription, gender of the patient, medication of the pharmaceutical prescription, last fill date of the pharmaceutical prescription, days supply on last fill of the pharmaceutical prescription, original fill date of the pharmaceutical prescription, disease state of the patient, physician of the patient and/or other promotions in effect, based on the identification of a pharmaceutical prescription; and

10 identifying a targeted message that corresponds to the age of the patient, gender of the patient, medication of the pharmaceutical prescription, last fill date of the pharmaceutical prescription, days supply on last fill of the pharmaceutical prescription, original fill date of the pharmaceutical prescription, disease state of the patient, physician of the patient and/or other promotions in effect.

51. A system according to Claim 40 wherein the targeted message comprises an educational message concerning the pharmaceutical prescription, a message that indicates alternative medications that may be substituted for the pharmaceutical prescription, a message that identifies other items that may be desired by the patient and/or a message that solicits participation in a study related to the pharmaceutical prescription.

20 52. A system according to Claim 40 wherein the module is configured to query by querying at least one database using the predefined criteria based on the identification of the pharmaceutical prescription to identify an educational targeted message related to the pharmaceutical prescription.

25 53. A system according to Claim 40 wherein the module is configured to query by performing the following:

querying at least one database using predefined criteria of last fill date and days supply on last fill date based on the identification of a pharmaceutical prescription; and

30 identifying an educational targeted message that reminds the caller how to use the pharmaceutical prescription if the last fill date is less than a first threshold and the days supply on last fill date is greater than a second threshold.

54. A system according to Claim 40 wherein the module is configured to query by performing the following:

querying at least one database using predefined criteria of last fill date and days supply on last fill date based on the identification of a pharmaceutical

5 prescription; and

identifying a targeted message that indicates alternative medications that may be substituted for the pharmaceutical prescription if the last fill date is less than a first threshold and the days supply on last fill date exceeds a second threshold.

10 55. A system according to Claim 40 wherein the module is configured to query by performing the following:

querying at least one database using predefined criteria of age, gender, last fill date and days supply on last fill date based on the identification of a pharmaceutical prescription; and

15 identifying a targeted message that indicates other items that may be desired if the gender is female, the age exceeds a first threshold, last fill date is less than a second threshold and days supply on last fill date exceed a third threshold.

20 56. A system according to Claim 40 wherein the module is configured to query by performing the following:

querying at least one database using a predefined criterion of age of a patient who is using the pharmaceutical prescription based on the identification of a pharmaceutical prescription; and

25 identifying a targeted message that solicits participation of the patient in a study related to the pharmaceutical prescription if the age of the patient qualifies the patient to participate in the study related to the pharmaceutical prescription.

30 57. A system according to Claim 56 wherein the module is further configured to provide additional targeted messages to allow the patient to participate in the study if the patient agrees to participate.

58. A system according to Claim 40 wherein the at least one database comprises at least one pharmacy dispensing system database and at least one message

database, and wherein the module is further configured to query by performing the following:

querying the at least one pharmacy dispensing system database using the identification of the pharmaceutical prescription to identify the predetermined criteria;

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querying the at least one message database using the predetermined criteria to identify a targeted message.

59. A system according to Claim 40 wherein the identification of a
10 pharmaceutical prescription is an Rx number.

60. A computer program product is configured to operate a pharmacy
Interactive Voice Response (IVR) system in response to a telephone call by a caller to
the pharmacy IVR system, the computer program product comprising a computer
15 usable storage medium having computer-readable program code embodied in the
medium, the computer-readable program code comprising:

computer-readable program code that is configured to identify a targeted
message for playing to the caller using predefined criteria that are based on an
identification of a pharmaceutical prescription by the caller.

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61. A computer program product according to Claim 60 wherein the
computer-readable program code that is configured to identify comprises:

computer-readable program code that is configured to identify a series of
targeted messages for playing to the caller using predefined criteria that are based on
25 an identification of a pharmaceutical prescription by the caller.

62. A computer program product according to Claim 60 wherein the
predefined criteria based on the identification of a pharmaceutical prescription
comprise age of a patient who is using the pharmaceutical prescription, gender of the
30 patient, medication of the pharmaceutical prescription, last fill date of the
pharmaceutical prescription, days supply on last fill of the pharmaceutical
prescription, original fill date of the pharmaceutical prescription, disease state of the
patient, physician of the patient and/or other promotions in effect.

63. A computer program product according to Claim 60 wherein the predefined criteria that are based on the identification of a pharmaceutical prescription do not include a personal identification of a patient who is using the pharmaceutical prescription.

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64. A computer program product according to Claim 60 wherein the predefined criteria that are based on the identification of a pharmaceutical prescription comprise age of a patient who is using the pharmaceutical prescription, gender of the patient, medication of the pharmaceutical prescription, last fill date of the pharmaceutical prescription, days supply on last fill of the pharmaceutical prescription, original fill date of the pharmaceutical prescription, disease state of the patient, physician of the patient and/or other promotions in effect, but do not include a personal identification of a patient who is using the pharmaceutical prescription.

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65. A computer program product according to Claim 60 wherein the computer-readable program code that is configured to identify comprises:

computer-readable program code that is configured to query at least one database using age of a patient who is using the pharmaceutical prescription, gender of the patient, medication of the pharmaceutical prescription, last fill date of the pharmaceutical prescription, days supply on last fill of the pharmaceutical prescription, original fill date of the pharmaceutical prescription, disease state of the patient, physician of the patient and/or other promotions in effect, based on the identification of a pharmaceutical prescription; and

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computer-readable program code that is configured to identify a targeted message that corresponds to the age of the patient, gender of the patient, medication of the pharmaceutical prescription, last fill date of the pharmaceutical prescription, days supply on last fill of the pharmaceutical prescription, original fill date of the pharmaceutical prescription, disease state of the patient, physician of the patient and/or other promotions in effect.

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66. A computer program product according to Claim 60 wherein the targeted message comprises an educational message concerning the pharmaceutical prescription, a message that indicates alternative medications that may be substituted for the pharmaceutical prescription, a message that identifies other items that may be

desired and/or a message that solicits participation in a study related to the pharmaceutical prescription.

5 67. A computer program product according to Claim 60 wherein the computer-readable program code that is configured to identify comprises computer-readable program code that is configured to query at least one database using the predefined criteria that are based on the identification of the pharmaceutical prescription to identify an educational targeted message related to the pharmaceutical prescription.

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 68. A computer program product according to Claim 60 wherein the computer-readable program code that is configured to identify comprises:
 computer-readable program code that is configured to query at least one database using predefined criteria of last fill date and days supply on last fill date that
15 are based on the identification of a pharmaceutical prescription; and
 computer-readable program code that is configured to identify an educational targeted message that reminds the caller how to use the pharmaceutical prescription if the last fill date is less than a first threshold and the days supply on last fill date is greater than a second threshold.

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 69. A computer program product according to Claim 60 wherein the computer-readable program code that is configured to identify comprises:
 computer-readable program code that is configured to query at least one database using predefined criteria of last fill date and days supply on last fill date that
25 are based on the identification of a pharmaceutical prescription; and
 computer-readable program code that is configured to identify a targeted message that indicates alternative medications that may be substituted for the pharmaceutical prescription if the last fill date is less than a first threshold and the days supply on last fill date exceeds a second threshold.

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 70. A computer program product according to Claim 60 wherein the computer-readable program code that is configured to identify comprises:

computer-readable program code that is configured to query at least one database using predefined criteria of age, gender, last fill date and days supply on last fill date that are based on the identification of a pharmaceutical prescription; and

5 computer-readable program code that is configured to identify a targeted message that indicates other items that may be desired if the gender is female, the age exceeds a first threshold, last fill date is less than a second threshold and days supply on last fill date exceed a third threshold.

71. A computer program product according to Claim 60 wherein the
10 computer-readable program code that is configured to identify comprises:

computer-readable program code that is configured to query at least one database using a predefined criterion of age of a patient who is using the pharmaceutical prescription that is based on the identification of a pharmaceutical prescription; and

15 computer-readable program code that is configured to identify a targeted message that solicits participation of the patient in a study related to the pharmaceutical prescription if the age of the patient qualifies the patient to participate in the study related to the pharmaceutical prescription.

20 72. A computer program product according to Claim 71 further comprising:

computer-readable program code that is configured to provide additional targeted messages to allow the patient to participate in the study if the patient agrees to participate.

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73. A computer program product according to Claim 60 wherein the computer-readable program code that is configured to identify comprises:

30 computer-readable program code that is configured to query at least one pharmacy dispensing system database using the identification of the pharmaceutical prescription to identify the predetermined criteria; and

computer-readable program code that is configured to query at least one message database using the predetermined criteria to identify a targeted message.

74. A pharmacy Interactive Voice Response (IVR) system comprising:

means for answering a telephone call from a caller;
means for accepting identification of a pharmaceutical prescription from the caller;

means for querying at least one database using predefined criteria based on the
5 identification of a pharmaceutical prescription to identify a targeted message; and
means for playing the targeted message to the caller.

75. A system according to Claim 74:

wherein the means for querying comprises means for querying at least one
10 database using the predefined criteria based on the identification of a pharmaceutical
prescription to identify a series of targeted messages; and

wherein the means for playing comprises means for playing a succeeding one
of the series of targeted messages to the caller in response to receipt of a caller
response to a preceding one of the series of targeted messages.

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76. A system according to Claim 74 wherein the predefined criteria based
on the identification of a pharmaceutical prescription comprise age of a patient who is
using the pharmaceutical prescription, gender of the patient, medication of the
pharmaceutical prescription, last fill date of the pharmaceutical prescription, days
20 supply on last fill of the pharmaceutical prescription, original fill date of the
pharmaceutical prescription, disease state of the patient, physician of the patient
and/or other promotions in effect.

77. A system according to Claim 74 wherein the predefined criteria based
25 on the identification of a pharmaceutical prescription do not include a personal
identification of a patient who is using the pharmaceutical prescription.

78. A system according to Claim 74 wherein the predefined criteria based
on the identification of a pharmaceutical prescription comprise age of a patient who is
30 using the pharmaceutical prescription, gender of the patient, medication of the
pharmaceutical prescription, last fill date of the pharmaceutical prescription, days
supply on last fill of the pharmaceutical prescription, original fill date of the
pharmaceutical prescription, disease state of the patient, physician of the patient

and/or other promotions in effect, but do not include a personal identification of a patient who is using the pharmaceutical prescription.

5 79. A system according to Claim 74 wherein the means for querying comprises:

 means for querying at least one database using age of a patient who is using the pharmaceutical prescription, gender of the patient, medication of the pharmaceutical prescription, last fill date of the pharmaceutical prescription, days supply on last fill of the pharmaceutical prescription, original fill date of the
10 pharmaceutical prescription, disease state of the patient, physician of the patient and/or other promotions in effect, based on the identification of a pharmaceutical prescription; and

 means for identifying a targeted message that corresponds to the age of the patient, gender of the patient, medication of the pharmaceutical prescription, last fill
15 date of the pharmaceutical prescription, days supply on last fill of the pharmaceutical prescription, original fill date of the pharmaceutical prescription, disease state of the patient, physician of the patient and/or other promotions in effect.

 80. A system according to Claim 74 wherein the targeted message
20 comprises an educational message concerning the pharmaceutical prescription, a message that indicates alternative medications that may be substituted for the pharmaceutical prescription, a message that identifies other items that may be desired and/or a message that solicits participation in a study related to the pharmaceutical
25 prescription.

 81. A system according to Claim 74 wherein the means for querying
30 comprises means for querying at least one database using the predefined criteria based on the identification of the pharmaceutical prescription to identify an educational targeted message related to the pharmaceutical prescription.

 82. A system according to Claim 74 wherein the means for querying comprises:

means for querying at least one database using predefined criteria of last fill date and days supply on last fill date based on the identification of a pharmaceutical prescription; and

5 means for identifying an educational targeted message that reminds the caller how to use the pharmaceutical prescription if the last fill date is less than a first threshold and the days supply on last fill date is greater than a second threshold.

83. A system according to Claim 74 wherein the means for querying comprises:

10 means for querying at least one database using predefined criteria of last fill date and days supply on last fill date based on the identification of a pharmaceutical prescription; and

15 means for identifying a targeted message that indicates alternative medications that may be substituted for the pharmaceutical prescription if the last fill date is less than a first threshold and the days supply on last fill date exceeds a second threshold.

84. A system according to Claim 74 wherein the means for querying comprises:

20 means for querying at least one database using predefined criteria of age, gender, last fill date and days supply on last fill date based on the identification of a pharmaceutical prescription; and

25 means for identifying a targeted message that indicates other items that may be desired if the gender is female, the age exceeds a first threshold, last fill date is less than a second threshold and days supply on last fill date exceed a third threshold.

85. A system according to Claim 74 wherein the means for querying comprises:

30 means for querying at least one database using a predefined criterion of age of a patient who is using the pharmaceutical prescription based on the identification of a pharmaceutical prescription; and

means for identifying a targeted message that solicits participation of the caller in a study related to the pharmaceutical prescription if the age of the patient qualifies the patient to participate in the study related to the pharmaceutical prescription.

86. A system according to Claim 74 wherein the means for querying comprises:

means for querying at least one pharmacy dispensing system database using the identification of the pharmaceutical prescription to identify the predetermined
5 criteria; and

means for querying at least one message database using the predetermined criteria to identify a targeted message.